



STEERING THE MONROE COUNTY COMMUNICATION VOYAGE

COCONUT COMMUNICATORS

*For me ,words are a form of action, capable
of influencing change*

Ingrid Bengis



FIRST BUOY AGENDA COMMUNICATION VOYAGE

- | | |
|-------------------|---------------|
| ■ Welcome | 9:00 – 9:15 |
| ■ Team review | 9:15 – 9:30 |
| ■ Mission Vision | 9:30 – 10:30 |
| ■ Break | 10:30 – 10:45 |
| ■ Review Findings | 10:45 – 12:30 |
| ■ Next Steps | 12:30 – 12:50 |
| ■ Closing | 12:50 – 1:00 |



COCONUT COMMUNICATORS

- *Jovial Jeff, Team Facilitator*
- *Rockin Rob, Team Facilitator*
- *Absolutely Anna*
- *Jocular Jonathan*
- *Victorious Vic*
- *Musical Michele*
- *Jazzy Julianne*
- *Teaching Tanya*
- *Busy Beth*
- *Jogging Joe*
- *Industrious Irene*



TEAM DYNAMICS

A team is a small number of people with complementary skills, who are committed to a common purpose, a shared performance result, and an agreed way of working for which they hold themselves mutually accountable.





COCONUT COMMUNICATORS TEAM RULES

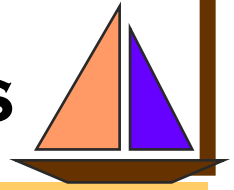
- Commitment
- Free communications
- Focus on Tasks
- Involvement
- Validate Understanding of Requirements
- Honesty
- Celebrate Success
- Respectful/Courteous
- Active Listening
- Timely Responses
- Open mindedness
- Creativity
- Humor
- Accountable



CORNERSTONES OF LEADERSHIP

STEWARDING DIRECTION

UTOPIA IN THE FLORIDA KEYS



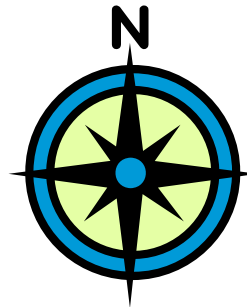
Full Sails Provides Propulsion

Working and learning together to maintain the diverse community by preserving the natural resources and habitat that makes us a unique and preferred place to live and visit!



VISION

What will we become in the future?



VALUES

Proper Sail Trimming Provides Behavioral Direction

What do we believe in?

Mission

Why do we exist? What's the purpose?

The mission of Monroe County is to provide outstanding public service responsive to the needs of our citizens, our unique community, and our environment.

Solid Hull provides the Foundation



OUR VALUES

WE BELIEVE IN THE HIGHEST OF ETHICAL BEHAVIOR AS WE SAIL THE SEVEN “C”S

- **Competence = knowledge.** We encourage a competent workforce through continuing education and training. Knowledge adds value to the services we provide and increases employee and citizen satisfaction.
- **Creative = new ideas.** We are open to new ideas. We believe in taking fresh approaches to overcome challenges while striving to add value to the services we provide to our community.
- **Committed = career as a calling to public service.** We believe that service to government is the highest career calling. A professional attitude imposes a pledge of excellent performance with a commitment to the organization.
- **Concern = fiscal responsibility.** We believe fiscal responsibility demonstrates our respect for the citizens whose taxes support our organization. Fiscal responsibility recognizes that most problems cannot be solved by money alone; however, take seriously our task to safeguard the public trust.
- **Care = positive and supportive work environment.** We provide a positive work environment for our employees by recognizing their needs and allowing a balance with their professional and personal lives. We treat everyone with respect. We are compassionate and responsive to the needs of all citizens.
- **Communication = exchange of ideas.** We believe that two way communication amongst our organization, our employees, and our citizens is essential. We encourage feedback and the sharing of ideas. By working together, we can share information and improve our services through open government.
- **Continuity = fairness, equality and sustainability.** We believe in fairness and equality and place emphasis on truth and honesty in all of our actions. Through the use of strategic planning we ensure the continuity and sustainability of County services and programs.



Define

OPPORTUNITY STATEMENT

Opportunity

In support of the Sterling assessment results and the County Administrator's Direction, the Monroe County efforts to communicate the overall direction have not achieved the goal of an informed aligned workforce.

Linkage

1. Seven C's Value: Communication
2. The Sterling criteria requires Senior Leaders to deploy key messages such as mission vision and values while promoting frank two way communication .

Outcome

Mission, Vision and Values will be fully integrated to support a high performance culture.

A systematic process which can be measured and continuously improved to facilitate strategic communication.

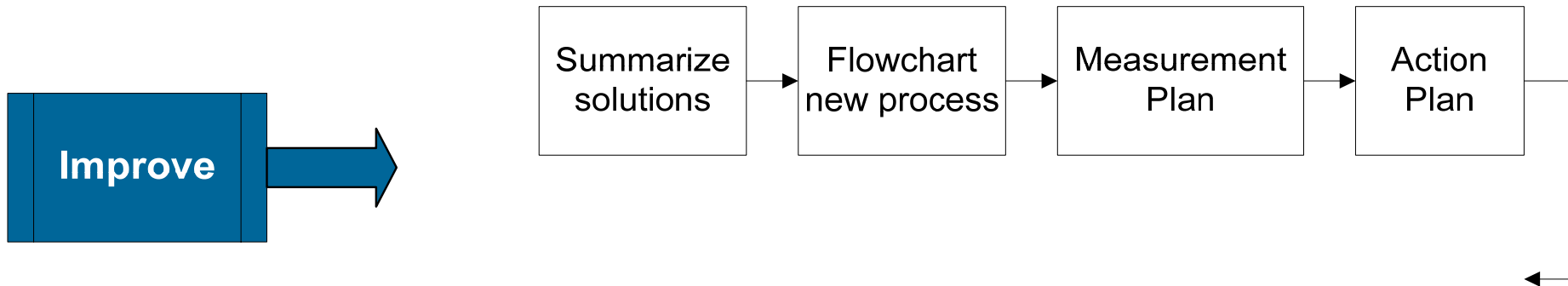
Full deployment and understanding of the critical messages that support high performance work.

Alignment of all divisions working toward the same future.



DELIVERABLES FOR THE IMPROVE STEP:

- Recommend your solution
- Complete your action plan for implementation
- Begin implementation of your improvement





IMPROVE

USING THE ANALYSIS TO FIND A SOLUTION

- The improve step is the beginning of the action phase. Using the results of the Analysis Phase, solutions are developed, plans are designed and the recommendations are implemented.
- The purpose of the Improve Step
 - To generate ideas to address the vital few root causes we determined in the Analysis Step
 - Create the solutions
 - Design and develop the implementation plan
 - Document the improvements



WHAT DID WE FIND

■ Newsletter

○ WWW

- Record
- Hard copy

○ What to change

- More often
- More relevant
- Not as e-mail attachment

Format

- Talk about future happenings

■ Generally:

- Distributed thru e-mail
- Some print and post on bulletin boards
- Quarterly – 3-5 pages
- Contains changes to policies and procedures



WHAT DID WE FIND

- Website
- WWW
 - Public info
 - Always current
 - Accessible 24/7
 - Useful links
 - Good forms available
- What would you change?
 - Intranet would be more functional
 - More employee related data
 - Searchable
 - Not everybody has a computer
 - Furnish everyone with e-mail address
 - Add access points - Kiosks
- Generally
 - No intranet utilization
 - Should be searchable
 - Primarily public



WHAT DID WE FIND

- TV Channel 76
 - Public watches
 - Watch Commission meeting
 - WWW
 - Emergency info
 - What would change
 - More possible uses
 - Accessible to employees
 - Only on cable
 - Nextel
 - Widely used
 - No broadcast phone system
- E-mail
 - Everyone uses a lot
 - Not everybody checks frequently
 - High volume is problem
 - Recorded and dated
 - No Blackberry deployment
- WWW
 - Easy and fast and convenient
- What would change?
 - Accessible – every has account
 - Rules on uses (example:all users)
 - Protocols and rules



WHAT DID WE FIND

- Meetings
- www
 - Face to face
 - Time for discussions
 - Get/give feedback
 - Team environment
 - Ask questions - 2 way
 - Timing all at once
- What should change
 - Appropriate frequency and timing
 - Location should vary
 - Agenda – appropriate meeting protocol
 - Post minutes communications
- Generally
 - Lack of staff meetings - some places
 - Functional in nature
 - Many are ineffective – lack of agenda-poor meeting management
 - Not priority
 -



OUTSIDE RESEARCH

- Papa John's
 - Home delivery menu has MVV
 - To employees and Public/Customers/Citizens
- Suggest include in employment applications
- Suggestion “signatures on Value statement”
- Suggestion monthly/weekly staff meeting review
 - Started in HR
 - Each person picks value and tell what they did in line with value
- In Spanish – translations of MVV – disbursed
- Time off and “kudos” passed out – employee recognition



OUTSIDE RESEARCH

- Dyne McDermott –
 - Suggest 2 way communication systems –employee and customer
 - MVV thru out monthly videos -all hands meeting
 - Cross functional teaming
 - Examination and reinforce core values to improve performance
- Have County Admin. go to employee orientation
- Videos and on-line broadcasts
- Computer pop up screen
- Running light signs with MVV



OUTSIDE RESEARCH

■ Home Depot

- Care about employee benefits
E-learning in stores and manuals
Acknowledgement of customers
Newsletters and celebrate
support community activities
Stock offerings

Morning gatherings – tail gates - huddles



OUTSIDE RESEARCH

- Jacksonville and Coral Springs – Cities
 - Promotional items pens that rotate with MVV
 - Mouse pads with MVV
 - Pop ups at log on
 - Business Cards that fold off – with sign off on acceptance - Jax
 - T- shirts
- Sign commitment with MVV pen –
Commitment day with Commissioners



OUTSIDE RESEARCH

- Kendale Elementary School
 - MVV deployed on book marks and laminated to their desk
 - Given cards take home
 - Parent handbook
 - Plaques in trophy room
 - Value in the morning announcements
 - Discipline issues are handled with value students must write about how to support or why they break one
 - On their web site MVV first



WHAT SHOULD WE DO?

■ Proposed

- Mr. Willi doing the MVV in the orientation session
- Signing on commitment to MVV day for current employees and commissioners
- Computer first screen – Value statement -tip of the day – Good news stories
- A question on the customer satisfaction survey
- Contest for naming motto for process
- Promotional items
- Passive communication methods – Wallet cards, business card redesign

■ Done by next meeting

- Spanish translation of MVV
- Add on TV bulletin board
- MVV in Orientation
- Including in employment applications and having them sign it – gain commitment prior to hiring
- Sterling website link on county website
 - Mission statement on every page in county website
 - Survey results, minutes for every team



NEXT MEETING –

- Can someone confirm the meeting room?
 - Key West August 23 10-2
 - Harvey Center - Tanya
- Let's Prepare our Agenda:
 1. Go over Progress
 2. Establish Gaps for deployment
 3. Prepare presentation outline
 4. Discuss deployment

Confirm our Agenda - Thumbs Up!!



NEXT MEETING ASSIGNMENTS

- Research on promotional items –Michelle
- Finish website changes – Jonathan
- Spanish trans and inclusion in employment applications – Tanya
- TV Bulletin Board and Nautical graphics –Vicki
- Proposed big items – Jeff
- Contest specifics – Anna
- Non computer communication methods – Joe
- Signing day details/proposals - Beth



Validate

NEXT STEPS

- Jeff & Rob:

- Finalize meeting findings
- www.floridasterling.com
- www.Baldrige.nist.gov

- Team members: will

- *Do some research to add to current brainstorm*
- *Begin to establish process descriptions of new approaches -2 examples of deployment*



WHAT HAVE WE LEARNED TODAY ABOUT THE YOUR COMMUNICATION PROCESS?

■ Meeting Message

The purpose of this is to clarify what you feel about the meeting:

Good team focus and interaction



CONTINUOUS IMPROVEMENT

What did we do well and what could we add to improve your knowledge.

- + WWW
 - + Good team interaction
 - + Good listening
 - + Good time management
 - + Good homework completion
 - + Good data brought
 - + Work product very good
 - + Good assignments for next month
 - + Best meeting so far

- △ OFI
 - △ Not 100% attendance